Minutes March 8, 2016

Executive Committee
UNCG Alumni Board

Director’s office, Alumni House

Present: Jeff Collins, Dudley Bokoski (present in room). Celia Dickerson, Mary Napier, Jana Wagenseller, Elisha Gutloff, Annette Holesh (by phone).

Ex officio: Mary Landers

Absent: Aubrey Ravenel, Tia Wiggins

Jeff Collins convened the meeting at 12:03 PM.

1) Mary Landers noted that the husband of Michelle Dye, Bryan School representative, had died. She sent flowers on behalf of the AA board.

2) Membership Card Services by Dudley Bokoski, Mary Landers

Dudley and Mary noted that affiliation with the UNCG alumni did not accrue loyalty points, but gave discounts at select hotels, car rentals, restaurants. Application will be accessible on the website.

Motion to adopt this affiliation: M: Mary Napier, S: Annette Holesh Approved Unanimously

3) Membership cards for alumni

Discussed its possible use (on campus, track presence of card holder, benefits as a branding opportunity. What would it look like: key attachment, plastic/paper card, app for phone? Elisha will explore a phone app that alerts holder when in proximity of card use (e.g. notifies you are near a Starbucks).

We could offer it to first-time donors to the AA.

No action taken.

4) Homecoming committee by Jeff Collins

Homecoming planning is currently done by non-board members meeting outside board purview, often at night on campus. Donegan Root has been liaison. Since Homecoming has become such a premier event, our big outreach to alum and potential alum, EC members want the committee to be officially aligned with board supervision. The chair and members will be appointed by the chair of the board each year.

Motion to name Homecoming as an ad hoc committee M: Celia Dickerson S: Lida Coleman AU
5) **Budget by Lida Coleman**

Lida noted that expenditures to date are in line. Allowing use of board travel expenses as a taxable donation has saved money. Also, meeting on the campus has been a cost savings.

The AA received $25,000 from our insurance coverage affiliation. To complete the fiscal year, cash needs to be moved into the checking account.

Motion to deposit the $25,000 insurance check and move $25,000 from the Alumni Fund into the 812115 account.

M: Lida Coleman  S: Mary Napier  AU

6) **125th anniversary** by Mary Landers

Mary had solicited members from the board to serve on a committee. Stacy Vogel, chair, Michelle Schneider, Kevin Barham, Agnes Price Johnson, Lavina Eshiet, Michelle Dye have met. They want to explore making an attention-grabbing website, hiring a developer for approximately $4000. With July 1, 2016 as kickoff date for publicity, they must move quickly. Mary Landers will ask the committee to answer the 5 W questions about the project: who, what, when, where, why and bring that to the EC.

7) **Mary Napier on meeting with Chancellor Gilliam**

The chancellor shared his prime initiatives for the AA.

a) Bigger and better homecoming, continuing family-friendly activities
b) Sponsorship options, such as Fred Whitfield, president of the Charlotte Hornets, who has a UNCG affiliation.
c) Get the bond passed
d) Improve engage/reengagement of African-American alumni, from the classes of ‘60s to ‘90s.

The Alumni Engagement committee will explore ways to support (d).

8) **Alumni House** by Annette Holesh

Report attached. Having met with university personnel to plan for sound upgrade in the Virginia Dare room, Annette anticipates the cost will be about $30,000. The AA should pay for this, an enhancement to the building, not a structural improvement (a university obligation). The installation can be done in 7 days, after the final wedding and before the September 2016 activities on campus.

9) **Career Services/Reality Network by Mary Landers**
Mary used discretionary funds to sponsor a networking event with 30 attendees of both students and alumni. Moving forward, Mary will implement the policy that any invitations coming from the alumni office will be sent to all sitting board members.

10) The Executive Committee

   a. approved removal from AA board for attendance record of Justin Outling and Pam Kontigourous. Both have received letters noting the option to resign or accept EC removal.
   M: Celia Dickerson  S: Elisha Gutloff  AU

   b. appointed Dean Castaldo as representative of the AA to Higher Education Works.
   By consensus

   Adjourned by Jeff Collins 1:30 PM.